

Atty. Docket No.: 11CX-124155

**In The Claims**

Please amend the claims as follows.

1. (Previously presented) A method for selective demetallization of a pre-printed web comprising;  
providing the pre-printed web with a preplaced image, a registration mark and a metal film;  
conveying the pre printed web to a demetallization station comprising a demetallization roll including indexing means for adjusting a speed of the demetallization roll;  
prior to passage of the pre-printed web through the demetallization station, observing the registration mark with observation means and in response to such observation causing the indexing means to align the demetallization roll to be in register with the pre-printed web; and  
passing the pre-printed web through the demetallization station with the image in register with the demetallization roll;  
whereby predetermined portions of the metal film are removed or thinned to create or reveal visual elements of the pre-printed web in registration with the image.
2. (Previously presented) A method as in claim 1 wherein the image is placed by printing or optical image formation.
3. (Original) A method as in claim 2 wherein placement comprises embossing, casting or injection molding.
4. (Previously presented) A method as in claim 2 wherein the printing comprises flexographic, offset, rotogravure, letter printing.
5. (Previously presented) A method as in claim 2 wherein the optical image formation comprises formation of holographic, optical variable device, diffractive, dot matrix, computer-generated holographic or computer-generated optical images.

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6. (Previously presented) A method as in claim 1 wherein the image on the pre-printed web is formed by a flexographic, offset, rotogravure, letter press printing or holographic embossing process.

7. (Previously presented) A method according to claim 1 further comprising adhering the demetallized web to a second pre-printed web having discrete adhesive areas, wherein the adhesive areas are used to transfer the demetallized registered areas onto the second pre-printed web in register to printing on the second pre-printed web.

8. (Previously presented) A method according to claim 1 wherein the demetallization reveals designs or patterns hidden in the original images on the pre-printed web.

9. (Previously presented) A method as in claim 1 wherein the demetallization causes the appearance of a moiré pattern on the face of the pre-printed web.

10. (Previously presented) A method as in claim 1 wherein the demetallization removes metal from an area adjacent to but not covering the image.

11. (Previously presented) A method as in claim 1 wherein the pre-printed web comprises a continuous roll of film or paper containing holographic, diffractive, optical variable images or patterns, optically computer-generated holograms, holographic or diffractive dot-matrix images or patterns, or non-holographic images or patterns.

12. (Previously presented) A method as in claim 1 wherein the pre-printed web material comprises film or paper.